

Martin J. O'Malley
Governor

Gloria Lawlah
Secretary



DEPARTMENT OF AGING

Choice, Independence and Dignity for Older Marylanders

Anthony G. Brown
Lt. Governor

FOR IMMEDIATE RELEASE

Contact: Wesley Wood
410-767-2075

WUSA*9 to Air Innovations in Aging 2012 Special

Show to be Broadcast on June 13th at Noon

BALTIMORE, MD (June 11, 2012) – Washington, DC-area viewers will be treated to a recap show of the landmark Innovations in Aging 2012 Conference and Expo on WUSA*9 this Wednesday, June 13. The first-of-its-kind collaboration between the Virginia Department of Aging, District of Columbia Office on Aging, and the Maryland Department of Aging drew more than 5,000 people to the Gaylord Resort and Conference Center in National Harbor, Maryland, between May 3-5, 2012. The event consisted of a job fair, two-day professional conference for caregivers and health providers, and consumer exhibition.

"This was the first attempt at a comprehensive, regional aging conference and we are thrilled with how Innovations in Aging 2012 was received by the residents of the tri-state area," said Maryland Department of Aging Secretary Gloria Lawlah. "Turnout was great and those who came felt they benefited from the resources and information shared during the event."

WUSA*9 was the major media partner of the Innovations in Aging 2012. Viewers will see the educational seminars, exciting entertainment, throngs of visitors, and smart cars and other gadgets that made this inaugural event such an overwhelming success. Organizers felt it was a major coup bringing on the venerable media outlet and its larger-than-life anchor JC Hayward. Hayward interacted and interviewed attendees, served as emcee for the conference's marquis luncheon and dinner programs, and kicked off the consumer expo with a well-attended ribbon cutting.

"A lot of people who came were drawn by the substantive nature of the course offerings and the high quality of the sessions," noted James A. Rothrock, Commissioner of the Virginia Department for the Aging. "The presenters were top-notch and the subject matter timely."

More than 350 professionals in the aging field attended the two-day conference at the beautiful National Harbor campus to grapple with issues facing a rapidly-graying Baby Boom generation, for whom the need for goods and services is rising exponentially. Another thousand people came with resumes in hand for a job fair that featured healthcare organizations, financial firms, and state agencies.

-more-

301 West Preston Street • Suite 1007 • Baltimore, Maryland 21201-2374
Local: 410-767-1100 • Toll Free: 1-800-243-3425 • TTY users call via Maryland Relay
FAX: 410-333-7943 • www.aging.maryland.gov

"It was an awesome experience to work with our counterparts in Virginia and Maryland in assembling a conference to educate stakeholders about current policy issues and best practices that matter most to our seniors and family caregivers. I was especially excited about the job fair for our seniors," said John M. Thompson, Ph.D., executive director, DC Office on Aging. "We look forward to attracting a greater number of employers at the next Innovations in Aging Expo so that more seniors will gain employment."

The Ronald D. Paul Companies organized the 5K and one-mile memorial Kidney Foundation walks, which were chaired for the second consecutive year by Washington Redskin Anthony Armstrong. More than 300 people participated in this year's walk.

Sponsors for Innovations in Aging 2012 included AARP, WUSA*9, Maryland Clean Energy, Medco, Leading Age, Pepco, VITAS and the Beacon Newspapers.

"I especially want to thank our sponsors and exhibitors," added MDoA Secretary Lawlah. "Without them, this would not have been possible."

###